THE CANADIAN COIN BOX & VENDING

Heading 1950 Summer Parade

- Solotone Music
- Bill Fielding's Pin Games
- Vend-o-Matic Cigarette Machines
- Seeburg Select-o-Matic
- Photo Stamps

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"Coffee Bar" Ready for Canadian Market (Insert) Page 6

Success Story-Via Vending Page 3

APRIL '50

A MONTHLY PUBLICATION FOR THE CANADIAN AMUSEMENT OPERATOR

Distributors Franchises—

NOW OPEN FOR PROVINCES

of

BRITISH COLUMBIA
ALBERTA
SASKATCHEWAN
MANITOBA
QUEBEC
and
MARITIMES

For The Sensational New Money Maker

Photo Stamps

Your Market — through Drug Stores, Cigar Stores, Bus Terminals, All Retail Outlets, Restaurants, etc.

A CLEAN DEAL — All distributor does is to set up dealers in retail outlets and supply them with a display card.

A Natural for Operators who cover a territory — example: an operator who has 50 locations would easily net $100 weekly by placing a display card in each location.

CONTACT

Century Products Ltd.

175 Bloor Street East **Toronto, Ontario**

DISTRIBUTORS FOR CANADA AND U.S.A.

Detroit Op Alluvot Stresses a High Standard of Service and Thereby Hangs a Success Story

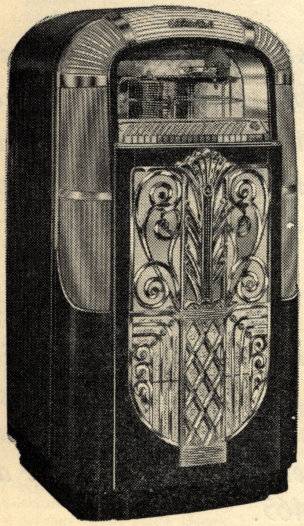
By H. F. Reeves

A system of records for close knowledge and control of each location and insistence on high standards of service were the factors that made Frank's Music Company one of the recognized leaders of the local industry. Frank Alluvot, the owner, doesn't put it quite that way. He says, "The first requisite is hard work"—and he works from 8 a.m. to 6 p.m., six days a week.

"Whether you go into the office or the back room, you have to be able to know what you're talking about," Alluvot says, and his own early training provided the background in both departments. Once a coal miner, he later worked in a garage, became a foreman, learning how to handle executive problems, and then had some contact with the juke box business thru a few jobs he held as a painter. He became a driver, then a route man for AMI, starting in 1931. He went into business for

(continued on Page 6)

CANADA'S BEST BUY



The PHONOGRAPH That Sells—MUSIC

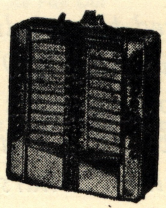
QUALITY is a Bargain at any Price

Brand New . . .

Rock-ola Model 1424 Hideway $795.00

Rock-ola Model 1530 Wall Boxes $65.00

30 Wire Cable - - - - - 20c Ft.



MODEL 1530 WALL BOX

Used Machines . . .

WURLITZER 700 . . . $400.	WURLITZER 412 . . . $150.	SEEBURG Crown . . . $375.
" 750 . . . 550.	" P10 . . . 100.	" Envoy . . . . 425.
" Victory . . . 325.	" Counter 61 . . 125.	ROCK-OLA Master . . . 450.
" 780 (Colonial) 550.	SEEBURG Regal . . . . 350.	" Model 1422 . 700.

WRITE WIRE PHONE

Mortimer Sales Co.

1269 AMHERST STREET PHONE AMherst 1400 MONTREAL, Quebec

COIN BOX

APRIL, 1950

Vol. 2 — No. 23

Edited and Published in Owen Sound, Ontario

BY EDDIE SARGENT

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RATES ON REQUEST

Editorial

By a Leading Personality in the Industry

It is a well-known fact that a large percentage of the cigarettes purchased in the U.S.A. are purchased through vending machines, and that small fortunes are being made in the vending business in the States, and the past 24 months have shown that this is the actual experience in Ontario and Quebec. The ABC Distributors of Preston have pioneered the vending in Central Ontario and have approximately 100 machines in operation at this date doing a gross volume of $10,000 a week. In other words, a yearly volume of approximately a half million dollars. An operation of this size can be handled by two or three men at the outside. Working on a very conservative estimate of a net profit of 8%, this shows a yearly profit of $40,000 which makes some of the bigger coin machine operators look like small business men.

Case No. 2—Mr. Frank Gorbet, who up until January 1st was a prominent Niagara furrier, took over the distributorship for the Niagara peninsula. At this writing, Mr. Gorbet has placed 40 machines on location and is doing a weekly volume of around $4,000 or about $200,000 a year. He is running this operation himself, and at the same time he is finding time to sell machines direct to locations.

Case No. 3—Mr. Jas. Seymour, President of Selco Distributing Co. in Belleville, started eight months ago to place machines, and he operates along No. 2 highway from Gananoque to Oshawa and as far north as Peterborough. In this area he has well over 50 machines in operation doing a volume of approximately $25,000 a month. Mr. Seymour doesn't use the penny adapters that are available for Vend-O-Matic machines, but rather he inserts 4c in the back of each pack of cigarettes and vends them for 40c.

These three pioneer distributors have proved that this vending business has a wonderful future, and they have also proven that the Vend-O-Matic cigarette machine is the most foolproof piece of mechanism available to operators in this country for many years.

Currently Mr. Harvey Springer, President of Century Products in Toronto, 175 Bloor East, will be appointing or setting up an operator's franchise rights for the City of Toronto. He suggests that anyone interetsed in this territory to call him at Princess 2149 or Midway 2465.

As cigarette vending is in its infancy in Canada, big things are hoped for through this modern service to the public.

FOR SALE...

100 Solotone Boxes with Selections

WILL BUY...

Solotone Boxes without Selections

EXCELSIOR AMUSEMENT

3731 Dandurand St. Montreal 36, P.Q.

OPERATORS: Send Us Your **Used, Unbroken, Popular** Records. **$9.00 per 100.**
Ship via **Freight, Collect.** Upon receiving and checking we will mail you your cheque.

SPECIALS

Wico Thumper Bumpers $3.95
Exhibit Explosion Bumpers 3.95
Rectifiers—Genco Games 3.95
Phono Motors, 25 or 60 cycle 29.00
Wurlitzer Tone Arms complete with new needle 2.95

CANADA'S Mail Order House

APRIL 1950

WANTED TO BUY

Wurlitzers 1015, 1017, 1100
Seeburgs 146, 147, 148
Hideaways
Post War Wall Boxes
And Pin Games
State Quantity and Price

ADAPTERS, WALL BOXES, SPEAKERS, ETC.

Canada's Largest Supply of Adaptors and Remote Control Accessories for every Phonograph. Write for any type not listed here.

New Packard Adaptor for Twin 12 Rockola	$ 67.50
Rockola 12	49.50
Seeburg	57.50
Mills Throne and Empress	49.50
Wurlitzer Twin 16	69.50
Wurlitzer Twin 12	59.50
Wurlitzer 616	49.50
Wurlitzer 412	49.50
A.M.I. Adaptors	49.50
Wurlitzer Adaptors for All Models Wurlitzer	57.50
Keeney 4-wire Wall Boxes	5.95
Wurlitzer Used, 30-wire	19.50
Rockola 1530, Like New	55.00
Seeburg Adaptors, All Models	49.50
Wurlitzer, 3-wire — 5-10-25c	24.50
Fantasy Lite Up Speaker	19.50
Drum Major Lite Up Speaker	21.50
Buckley 20 and 24 Record	12.50
Buckley Silver and Gold 20-24-32 Rec., Lite Up	19.50
Solotone Location Amplifier, New	59.50
Solotone Location Amplifier, Used	39.00
Aluminum Speaker Baffles	Write
Wurl. 580 Speaker and Remote Selector	125.00
Personal Music Boxes, used	19.50

PARTS AND SUPPLIES

A.M.I. Coin Assembly	$ 21.50
Speaker Boxes, natural or painted any color. Specify	10.95
Plastics for all Model Phonos	Write
Berman Pin Game Lift Shop Truck on Wheels	89.95
Wurlitzer Main Fibre Gears	2.95
25-Cycle Gears, All Phonos	5.00
60-Cycle Motors for All Phonographs	29.00
25-Cycle Motors for All Phonographs	29.00
30-Wire Cable, rat- and waterproof, per foot	.30
Wurlitzer Genuine Crystal Conversion Pick Up for Models 800, 750, 700, 1015	10.95
Wurlitzer Complete Tone Arm and Pickup, New Needle (Any Model)	2.95
Title Strips, per 100	1.00
per 1,000	8.50

PENNY GAMES

Kicker & Katcher	$ 39.50
Pikes Peak	39.50
Target Skill	35.00
Peanut Vendors	9.50
Bingo	24.50
Pitchem	29.50
Card Vendor	25.00
Pop Up	34.50
Electric Grip	35.00
Bat a Ball	49.50
Try Your Skill	49.50
25 - 60-Cycle Transformers for Any Phonograph or Pin Game	Write
Pfanstiel Permo Point	.47
Miracle Point, Bennett, Cole	.40

MANY OTHER PARTS — WRITE TO SAVE MONEY

ARCADE

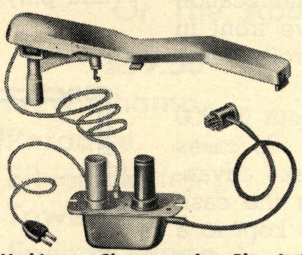
Electric Shocker — 1c	$ 44.50
Gottlieb Grip Scale	39.50
A.B.T. Target Skill	39.50
Exhibit Card Vendor	49.50
Mutoscope Sky Fighter	275.00
Mutoscope Post-War Photomatic, Like New (Plenty of Supplies Free)	1,850.00
Whizz Free Play with Stand	65.00
Keeney Air Raider Gun	89.50
Keeney Shoot Your Way to Tokyo	149.50
Shuffleboard	179.50

MISCELLANEOUS

Shoe Shine Machines — 5c or 10c Play	295.00
Convertor — 32-Volt DC, 110-Volt AC	49.50
Convertor — 110-Volt DC, 110-Volt AC	79.50
Used Automatic Pop Corn and Peanut Machine. Not Coin Operated	295.00
Star Pop Corn Machine. Not Coin Operated	375.00
New Metal Hideaway Cabinets	59.50
A.M.I. Mechanism	149.50

LIGHTWEIGHT PICK-UPS

For All Wurlitzers and Seeburgs
Perfect Tone — Easy on Records



Nothing to Change — Just Plug It In
15,000 Plays per Needle
2,000 Plays per Record

Jacobs Replacement Tone Arm for All Model Wurlitzers— Model W-10	$ 17.50
Model W-25	21.50
Jacobs Replacement Tone Arm for Seeburgs— With Trip.— Model S-10	27.50
Model S-20	27.50
Electric Trips for All Model Seeburg and Wurlitzers	7.50
Needles for Jacobs Arms—15,000 Plays	.69
Per doz.	7.95

COMPLETE HIDEAWAYS

With Adaptors, Amplifiers, Remote Volume Control, Star, Electric Cancel and Speaker

Rockola	$225.00
Wurlitzer	375.00
Seeburg	295.00

PHONOGRAPHS

24 Wurlitzer	$325.00
600 Wurlitzer	375.00
500 Wurlitzer	375.00
800 Wurlitzer	500.00
750 Wurlitzer	550.00
850-1942 Wurlitzer	575.00
950-1942 Wurlitzer	575.00
780 Colonial Wurlitzer	600.00
Seeburg Hi Tone	425.00
Seeburg Lo Tone	475.00
Rockola Rhythm Master	200.00
Rockola Windsor	275.00
Rockola Monarch	275.00
Rockola Standard	350.00
Rockola De Luxe	425.00
Rockola Super Master	450.00
Rockola 1422	725.00

ONE-BALL

Fairground 4-Coin Multiple	$225.00
Arlington	175.00
Lite-A-Pair	150.00
Flying High	150.00
Cocktail Hour	125.00
Sport Special F.P.	249.50
Dark Horse F.P.	269.50
Record Time F.P.	269.50
Ak-Sar-Ben, 6 Multiple Pay Out	275.00
Skunk Pay Out	110.00
Credit Pay Out	150.00
Preakness Pay Out	175.00
Thorobred	279.50
Victory Special	395.00

FIVE-BALL GAMES

Attention	54.50
Blondie	49.50
Border Town	49.50
Bounty	35.00
Bowling Alley	64.50
Broadcast	54.50
Bronko	249.50
Chubby	39.00
Congo 1 or 5 Ball	64.50
Cyclone	224.50
Double Barrel	139.00
Drum Major	39.00
Dynamite	149.50
Flying Tigers	69.50
Four Roses	55.00
Gun Club	49.50
Landslide	49.50
Lite-A-Card	75.00
Mascot	39.00
New Champ	64.50
Oscar	298.50
Paradise	125.00
Punch	49.50
Seven-Up	39.00
Shooting Star	139.00
Show Boat	49.50
Sport Parade	49.50
Spot-cha	64.50
Spot Pool	59.50
Strato-Liner	69.50
Whizz-Ree Play	65.00
Supercharger	35.00
Roxy	39.50
Zig-Zag	59.50

NOTICE: WRITE FOR ANYTHING YOU REQUIRE THAT IS NOT LISTED HERE

ALL prices subject to change without notice.

TERMS—⅓ down, balance on delivery; or—Use our time payment plan of ⅓ down and balance in 3 to 24 months.

ST. THOMAS COIN SALES LTD.

Phone 2648 **669 Talbot St., St. Thomas, Ont.**

Detroit Op Alluvot

(continued from Page 3)

himself in 1936. Today he operates 230 juke boxes and about two dozen assorted pieces of arcade equipment.

No. 1 Factor

Alluvot is like most Motor City music operators—opposed to the use of much special promotion at the point of sale. He points out that service is the most important way of maintaining volume business and keeping locations. An analysis of his practice shows that the service work, as he plans it, affects, directly or indirectly, the impression made upon the customer or location owner.

His business is conducted from a year-old, centrally located structure, with 43 feet of window space in the front, providing a light and inviting salesroom. The front portion is trimmed in knotty pine, with Weltex in toned squares in the upper wall. Office is floored in two-tone tan asphalt tile, lighted by suspended fluorescent fixtures. A stockroom and the general offices are separated from the salesroom, with an impressive private office further back, together with a small office for his salesmen where their reports and other office work can be handled conveniently. In the rear is a large service department and stockroom. Special stockroom is provided for records.

Public Display

In the front salesroom, extending the width of the building, are a dozen or more juke boxes of different models, old and new, making an impressive showing for the passer-by on this main highway—or for the location owner who comes in for a visit. This attractive front in itself does a great deal to impress upon Detroiters the significance of the juke box business here.

The stockroom carries an inventory of about $4,000 in parts. The practice is to buy in quantities, 100 cases of bulbs or 1,000 tubes at a time, assorted, to take advantage of the best available discounts, including the cash discount. The result is that operating costs are kept to a minimum and there is never a delay because of any standard item being out of stock. This is part of the background of the service operation.

This emphasis on the mechanical department is indicated in Alluvot's attitude toward a new machine. He feels that only the operator who has a good mechanical background is in a position to deal with a new model to maximum satisfaction. There may be some "bug" which may not be too serious but requires a good mechanical sense to uncover, and it is expensive to have this kind of work done by someone else.

Diversified Phonos

Accordingly, Alluvot buys a few machines of each new model that is brought out by the principal manufacturers. He has about 30 to 40 pieces of each of the leading makes. This diversification of makes and models enables him to meet the needs of each type of location more handily than would be possible with a more restricted selection. An older model of a make unfamiliar to a location owner may please him better than the newer model to which he has become accustomed.

Customer satisfaction is assured by a rigid policy of switching machines once a year, whether the location owner asks for it or not. The ideal solution is to take out the machine before he asks, because he will appreciate this unsought consideration all the more.

Switching machines is one of the few specific things that will stimulate play in a location, Alluvot feels. Occasionally he has found it necessary to persuade an owner to let him change the machine because he was quite satisfied with the old one. The changeover has been found to stimulate play on the machine. All machines taken out are cleaned and overhauled.

Keeping machines on location clean and properly lighted, in good operating condition, and constantly supplying fresh records are the remaining location policies followed by Frank's Music.

A brother, Jack Alluvot, does the record buying, spending two days a week listening to new numbers, gauging their pulling power, and trying to keep ahead of the game. Trial order is for 25 records, occasionally up to 100 on sure hits. The objective is to buy so far ahead that the firm is already reordering by the time a number becomes a hit.

A standard budget of 15 per cent of the gross take is set aside for purchase of new records. Frank says, "If you're going fishing you want plenty of bait. If one kind doesn't work, have another ready to try."

Records are changed every week on all machines, except a few inferior locations where the change is made every two weeks. Placing an average of five to seven new records on the machine each week gives the public an incentive to keep coming back to the juke box to see and play "what's new."

(continued on Page 21)

WHAT IS YOUR OFFER?
FOR SALE

Arcade equipment, music and pin games
Three Cigarette Vendors (can be converted for candy)
Mutoscope, Mills, Exhibit Diggers
Three Packard Hideaways (like new)
Pin Games, Sky Pilots, Keeney Submarines, Panoramas, Photomatics, etc.

WHAT ARE YOUR NEEDS?
WHAT ARE YOUR OFFERS?

Phone, wire or write to

SILVER AMUSEMENTS REG'D
1212 St. Lawrence Blvd.
Montreal, Que.

One Reindeer, Please

To drum up interest in its exhibit at the Toy Fair, a New York exhibitor ran a small want ad in the papers the other day. It said: "Wanted—one red-nosed reindeer, housebroken, for steady work. Apply Thayer's, 206 Lexington Ave." The results were excellent. About 50 people answered the ad and the Thayer executives were quite delighted, even though they didn't get their reindeer.

A citizen from New Jersey telephoned to say that a trap was being set for one of the deer that forage on the neighborhood front lawns for breakfast each morning. A young lady wanted to know if the animal must be a male named Rudolph or would a female do. And an enterprising young man asked if Thayer would pay him for a telephone call to his father's farm in northern New York. The young man said his father had 20 or 30 reindeer running around the place all the time and that if his father shipped one of the animals down, Thayer could paint his nose red. The young man was told to go ahead on the project, but the company never heard from him again.

Halifax To Keep Annual Pin Levy

A proposal of pinball machine distributors and operators of Halifax that licenses for the pinball machines be issued for six-month periods has been rejected by the finance and executive committee of Halifax.

Pinball distributors and operators had pointed out that some of the machines are not in operation for the full 12 months covered in the annual license. Hence, it would be fair to the operators, they said, if the licensing period were cut to the half year and the fee reduced from the $50 for the year, to $25.

The committee, in discussing the request, decided that the city authorities did not establish the annual license of $50 to regulate the operation of the pinball machines, but wholly to provide revenue for the city. Hence, the committee ruled that no action would be taken on the request.

LOOK THESE OVER!

PRICES AT JUMBO LOW

Mascot	$44.50
Bally Triumph	44.50
Gun Club	44.50
Fox Hunt	44.50
Champion	44.50

Or The Above Lot of Five — $199.50

$59.50 VALUES $59.50

New Champ	59.50
Paradise	59.50
Silver Skates	59.50
Towers	59.50
Speed Demon	59.50
Home Run	59.50
Ump - w/Flipper	59.50
Brazil	79.50
Oklahoma	79.50
Surf Queens	125.00
Big Hit	125.00

SPECIAL — BASKETBALL PENNY MACHINES
(operated with Ping Pong Balls)
A very good counter penny catcher ..... $29.50 ea.

JIGSAW (mechanical game) 39.50

Central Amusement Co., Ltd.

BOX 144—NEW GLASGOW, N. S.

One Way to Figure Route Service Costs

How Many Machines per Route Will Pay Costs; Show Profit?

(Credit acknowledgment: The Coin Machine Journal)

It costs an operator nearly $16.00 a day to maintain a service truck, $15.97 to be exact, according to figures on costs which a beverage organization made available.

Using $16 a day as the cost figure an operator might ask: How many machines a day must a route man service to pay his way? No flat figure can be set up, to be sure. Conditions, and territories make for some difference in figures. But accounting procedure recognizes that sales are the determining factor. Let us take a six column candy vender as a test. Holding 28 bars to the column, this machine will stack 168 bars. If each stop averages a 60 per cent refill the gross revenue would be 101 bars. This means a sale of a like number of bars. The net yield after cost of bar and 10 per cent location commission would approximate $2.04. It would then require a minimum of seven such stops to pay for the route man.

Figured on a man hour basis of 20 minutes per stop, a route man would service three stops per hour, or 24 stops in an eight-hour day. From this assumption it is apparent that a route man could yield $48.96 per day. Working five days a week he could maintain a route of 120 machines. Multiple placements such as are possible in factories may increase this figure. On the other hand poor placements, too far apart, might lower the figures. So much for the moment for route costs.

On Planning New Route Setups

How will the new operator figure in setting up a paying route? Here is where too many go wrong. One cannot take any arbitrary figure and multiply it out as a basis. One may fare well enough in multiplying probabilities by machines, however there is a break even point that cannot be predetermined. Beyond a certain figure, overhead has a way of increasing out of proportion. Here is where the value of watching costs comes in.

Experienced operators can figure backwards and make infinite determinations in costs through cost accounting. But to visualize a completely new route is most difficult.

The net operating cost of a moderate sized route would involve something like $7,000. In order to arrive at a per machine, or a per day, basis we would set up the following cost figures, using one machine as a unit on a 300 day year basis.

Machine cost	$125.00
Interest 6% straight, on a 3 yr. payment basis	22.50
Total	$147.50

Using four years for amortization or 25% a year the cost would be $31.75 per machine.

Machine cost	$ 31.75
Interest	7.50
Annual maintenance	20.00
Mechanic's salary at $60 per week	3,120.00
Office girl, etc., $45 per week	2,340.00
10% salary per machine for executive	21.00
Rent $100 per month	1,200.00
Light, heat, etc.	250.00
Total	$6,989.25

Now, if we take this general figure of $23.23 and to it add the route cost of $15.97 we would have a total daily cost of $39.20 chargeable to the route. Using the $2.04 gross yield as shown above and dividing it into the $39.20 daily cost we find that it would require 19 daily stops of this type to support the route. On this basis an operator could support this structure on a five day week with 95 machines.

(continued on Page 11)

FOR SALE

1	Caroussel Keeney	$215.00
1	Gun Club Genco	35.00
1	Roxi Chicago	35.00
1	Strat-o-Liner Chicago	40.00
2	Sea Breeze N. Star	200.00
2	Victory Genco	40.00
12	Wurlitzer 24C	175.00
4	Wurlitzer 616, Rebuilt	150.00
2	Wurlitzer 412	100.00
2	Rockola Ambassador 16r	125.00

BEAUCE AMUSEMENTS

St-Georges-Est. Beauce, Que.

Coffee Bar Vending Machine Available Immediately

The newest sensation on the Canadian vending market is a hot beverage vending machine presented by the Coffee Bar Limited of Hamilton. Mr. Rod Giffen, dynamic young Sales Manager for Canada, in an interview with Coin Box made the following statement.

"The Coffee Bar Limited came into being as a direct result of an article in the March 1948 Reader's Digest that told the story of two G.I.'s who had hit the coffee jackpot with a vending machine. On reading and re-reading this article the idea of a coffee vending machine seemed a natural for Canada. After a lot of checking advice from health authorities and operators and due consideration of the respective merits of all the coffee vending machines in use, our company decided that the Bert Mills Coffee Bar was the finest available.

"The fact that the Coffee Bar uses powdered products rather than liquids obviates refrigeration and so avoids any danger of rancidity in the event of a power failure. Too, powders are generally much more uniform and so each cup of coffee dispensed from the Coffee Bar is the same—good and hot.

"The company has now reached a point where production is moving along smoothly and delivery can be made of either 25 or 60 cycle units within a few weeks of receipt of any order and we are now in the process of setting up exclusive operating franchises. Briefly, the policy of the company is to sell five or more units to an operator for use in a specific center, and guaranteeing him that no other operator will be appointed in the same territory, so long as he purchases his supplies of coffee, cream and cups from the company. These supplies are sold at a very low price.

"At present machines are operating in Canada in public places, newspaper offices and universities, as well as industrial plants."

FOR SALE — — FOR SALE

BARGAIN $5,000.00

COMPLETE

Worth More Than Double

One Telephone Wired Music System made by Tel-O-Matic Co. equipped with four amplifiers and one turn table for special broadcasts and also equipped with 10 Wurlitzer mechanism for industries, back-ground or restaurant.

Eight Wurlitzer mechanism. Model 616 in four metal cabinet like new.

Two Wurlitzer mechanism. Model 1017. Year 1948 in one cabinet, new.

70 Solotone boxes 5c, 10c, very good appearance.

Six Location Amplifiers.

The most completely automatic and modern equipment in Canada and in A-1 condition. You don't need girls to operate. Must be seen in operation to approve this valuable offer. The selling reason is because we can't get telephone lines. Will consider $500.00 down and 24 months for the balance due.

Lemieux Amusements Inc.

1114 Rue St-Vallier Quebec, Que.

Covideo Starts Tele Production

Covideo, Inc., producers of coin-operated television sets, has started production of a 12½-inch screen model, with initial deliveries scheduled before the end of the month, according to Lou Brown, president. To date, the firm has limited output to 10-inch units, but the smaller sets are to be discontinued in response to operator demand.

Brown said most Covideo units have been placed in West Coast cities. The 12-inch set lists at $249.95.

This is IT

the CMI COIN MACHINE SHOW June 26-27-28, 1950

HOTEL STEVENS

The World's Largest

CHICAGO

● You'll see the greatest array of coin operated equipment—Amusement—Music—Vending—Service—ever brought under one roof. Bring the wife and kids. There will be tickets for their favorite radio shows, fashion shows, sightseeing trips . . . something every day. It'll be the only Coin Machine Show this year under the direction of the industry's leading trade association. For information write:

COIN MACHINE INSTITUTE
134 N. La Salle Street,
Chicago, Illinois

There Is No Substitute for CMI's Annual Coin Machine Show

One Way to Figure

(continued from Page 8)

Since it was shown above that a good service man can do at least 24 stops a day on a man hour basis the company earnings would come out of the machines operated over the 19 units required to carry the cost. On this basis an operator could support this structure on a five-day week with 95 machines.

Since it was shown above that a good service man can do at least 24 stops a day on a man hour basis the company earnings would come out of the machines operated over the 19 units required to carry the cost. On this basis, then, a 24 units of service per truck should show a substantial net profit, as five is to 19 as 3⅓ is to one, or approximating 30 to 33⅓%, gross.

Maintenance costs of some other routes are being studied and in later issues comparisons will be made. It would be interesting to compare notes with other operators, since there would be a wide difference of opinion.

How beverage operator establishes his cost figure for maintenance of route truck may be seen in the following tabulations.

Fixed Costs, Annual

License	$ 110.00
Insurance	200.00
Housing	60.00
Depreciation	680.00
Paint and Wash	8.00
Uniform	65.00
Laundry	52.00
Salary, $48.00	2,496.00
	$3,761.00
Daily cost	12.53

Operating, Per Mile

Gas	.033
Oil	.003
Tires	.012
Repairs	.038
	.086
Miles per day 40, or total	$ 3.44

Recap.:

Mixed cost	$ 12.53
Mileage	3.44
	$ 15.97

Top Stars to Perform A.C.M.M.A. Banquet

"Plans for the traditional Coin Machine Show Banquet to be held in the Sherman Hotel Grand Ballroom on Tuesday evening, May 23rd, are progressing satisfactorily," according to R. W. (Dick) Hood, Chairman of the Banquet Committee.

"We are screening both local, as well as out-of-town acts," continues Hood, "and have a tentative program arranged which will compare favourably with previous shows, headed by a well known artist of the profession and studded with a galaxy of stars selected from the top agencies."

Hood also stresses the fact that the Banquet and floor show, which is being held on the second day of the big exhibition, is being arranged in this manner so that the operator especially will be able to make his plans to be in attendance and still will be able to return to his home and business, if he thinks it necessary, prior to the closing of the exhibition.

Operators are being given preference in the allocating of Banquet tickets and are urged to send in their reservations with checks at once to the Chairman of the Banquet Committee, 1528 W. Adams Street, Chicago, in order to be assured of desirable locations.

Seek OK To Sel Drink Vendors in Halifax

The city council chamber in Halifax, N.S., was jammed when a public hearing was held by the finance and executive committee to discuss an application from the Coca-Cola Company to install coin-operated beverage machines in stores, theater lobbies, garages, service stations, bowling alleys, rinks, billiard halls and bus terminals.

For about eight years all forms of venders have been banned by the city council. It is now proposed that the law be amended to allow operation of the soft drink machines. Petitions for and against the amendment were submitted. In looking over these, it was found that at least one signature was on both. The applicant stated that the coverage was only for the soft drink machines and allowance for other venders, including cigarettes and candy, would have to be discussed separately.

The prohibition of the venders has already been modified to allow operation of venders of stamps, towels, sanitary items. The petition favoring the pop machines included 561 names.

Presenting opposition to the proposed amendment were Halifax Tobacco Distributors, Trades & Labor Council, Downtown Merchants and Retail Merchants Committees of Board of Trade and the Quinpool Road Business Men's Association. Also represented were some restaurant operators and two soft drink producers.

Everyboby's Favourite!

Attention Operators!

Title slips now available with all records!

Is your name on our mailing list yet? If not contact your nearest MERCURY Sales Branch* today

MERCURY

NON-BREAKABLE **RECORDS** PLASTIC

ORDER FROM YOUR NEAREST SALES BRANCH *

SIEGEL DISTRIBUTING CO., LTD.

EXCLUSIVE WURLITZER DISTRIBUTOR

* SALES BRANCHES

Maritime Accessories Ltd.....Halifax, N.S.
Maritime Accessories Ltd.....St. John, N.B.
Mercury Music Sales.....477 Yonge St., Toronto, Ont.
Mercury Music Sales.....40 Powell St., Vancouver, B.C.
Radio Accessories Ltd.....202 Craig St. W., Montreal, Que.
Motor Car Supply Co. of Canada Ltd.....317-6th Ave. W., Calgary, Alta.
Motor Car Supply Co. of Canada Ltd.....Edmonton, Alta.
Larry Peaker & Co.....1st Ave., 19th St., Saskatoon, Sask.
Allan Lyone Ltd.....56 Albert St., Winnipeg, Man.

HEAD OFFICE

477 YONGE STREET
TORONTO, ONT.

FACTORY
NEWMARKET, ONT.

PRESENTING:

Frankie Laine
Vic Damone
Richard Hayes
Patti Page
Louis Prima
Eddy Howard
Jan August
Two Ton Baker
Steve Gibson
Rex Allen
Harmonicats
Lawrence Welk
Flip Phillips
Coleman Hawkins
Charlie Parker
Kitty Kallen
Machito
Clyde McCoy
Red Kirk
Jerry Byrd
Louis Innes
Golden Gate Quartet

And Many Others!

116 Cities Add Parking Meters '49

Propose New Ad Gimmick

Parking meters are now in use in at least 1,297 cities of over 5,000 population, according to the International City Managers' Association.

A total of 116 cities reported installations of meters in 1949. The number of cities using parking meters has increased more than 305 per cent since 1942, a comparison shows.

Nine of the 14 major cities of over 500,000 people now have parking meters in operation. Only Baltimore, Chicago, Milwaukee, New York and St. Louis reported no meters in use.

Chi Studies Meters

However, Chicago's park district—distinct from the city government—regulates parking through meters, and the city is studying plans for meter installations. New York and Milwaukee also are considering installing the parking time regulators, the association reported.

Big cities are comparative late-comers as parking meter users, the organization noted. At the war's end only Buffalo, Cleveland, Pittsburgh and Washington were using meters. Percentage-wise, cities in the 100,000-250,000 population group now rank first in the use of parking meters, with 91 per cent of the 55 cities of this size having meters.

Seventeen cities that once had parking meters were reported as having discontinued their use. However, 14 cities which gave meters a try and had them removed prior to September, 1946, have now reinstalled them.

Collections

Collections of nearly $2,700,000 were made by the 642 cities that reported meter revenues for September, 1949. This was an average of $6.37 per meter for the 30-day period.

Monthly collections from meters as reported by the association included: Boston, $42,225; Portland, Ore., $34,060; Oakland, Calif., $33,088; Minneapolis, $32,500; San Diego, Calif., $31,702; Denver, $28,000; Washington, $27,652; San Francisco, $26,159; Seattle, $25,917, and Dallas, $22,381.

Additional revenue to be derived from city-owned parking meters has recently been proposed to the city council of San Jose, Calif. A California outdoor advertising firm has been experimenting with eye level advertising to be placed atop the meters. Closely akin to the Burma Shave roadside plugs, the ads would represent a series of closely related announcements spotted at intervals atop meters along the sidewalks. National advertisers as well as local merchants are interested. Locally the advantage seems to lie with those merchants who have stores in the heavily crowded business district. Specials, it is felt, advertised on the meters along the store front would draw a lot of passing traffic into the store.

While the city fathers are anxious to get the additional revenue, they are worried about possible results. They have visions of sidewalk traffic blocked on a crowded Saturday as people stop to read the signs. Another question that arises is the cities' responsibility in case an accident should occur because a pedestrian engrossed in an advertisement runs into another. Wiser heads have pointed out, however, that no similar problem has arisen because of attractive window displays.

SHUFFLEBOARDS

DISTRIBUTORS WANTED

8 Ft. Rebound Model, Distributor's price **$149.50**

15 Ft. Tournament Size
Distributor's Price..... **$239.50**

NEW COIN RADIOS $61.75

Attractive 1950 Console Floor Models.
Sturdily built to last for years of heavy play

Basketball Machine $64.95

A brand new counter game—A knockout for ccmpetitive play!
(Includes both 5c and 1c chutes)
DISTRIBUTORS WANTED

Allan Pullmer

30 Buckingham Apts. Winnipeg, Man.

Multiple Earning Power

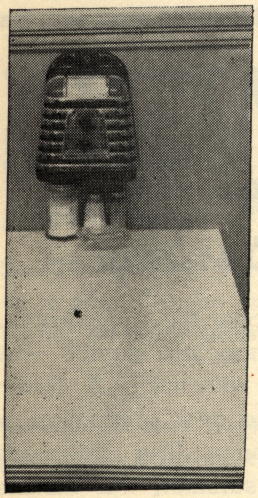
SOLOTONE'S Amazing Achievement

The Individual SELECTIVE *Entertainment System*

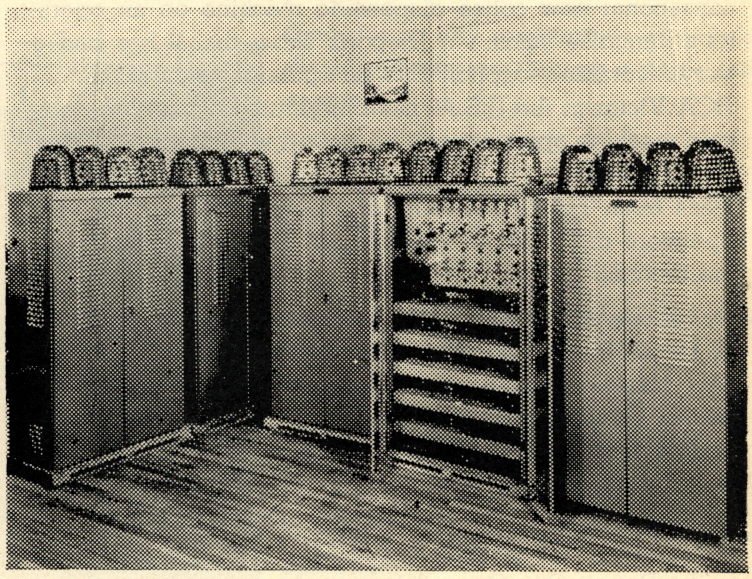
For Greater Profits!

For Greater Player Appeal!

For Greater Customer Satisfaction!



- **Records**
- **Radio**
- **Television**



Master Hideaway Unit

- **A Simple System**
- **Individual Selective Coin Boxes**
- **4 Radio Stations**
- **10 Selective Recordings**

We will accept a limited amount of trade-ins of your phonographs so as to get you started with this "terriffic" 1950 money-making equipment.

Marty Morosnick *says* . . .

Actual tests are earning over $1.00 per day per box. Repeat orders from our customers prove that Solotone is the ideal entertainment system. It's new! It's revolutionary! It is a simple fool-proof system!

Winnipeg Coin Machines

277 Donald St. **Winnipeg, Man.**

Pot Pourri . . .

Laurent Lemieux, President of Lemieux Amusements in Quebec City, states that business is steady and that there have been few changes in the business in the past few years. . . . He states that he expects a boom season during the tourist season this year. . . . Reports from the U.S.A. show that the vending of women's hosiery will start in department stores in the next few months. . . . Nylons will be sold like cigarettes, packaged, stamped, and with size, length, and colour plainly marked. . . . Beech Aircraft in Wichita, Kansas, have undertaken the manufacture and assembly of several thousand bottle drink vendors. . . . Mr. Rod Giffen, President of the Coffee Bar in Hamilton, Ontario, is already marketing Canada's sensational new coffee dispensing machine on an operator's franchise basis. . . . Reports show that it has had a very favorable reception from an operator's standpoint. . . . RCA Victor in the U.S.A. has blueprinted a plan whereby coin machine operators will be served with greater rapidity than heretofore. . . . In this plan the operator will get the discs even before the RCA distributors. It is stated that operators can cash in quickly on this plan if they like the records. . . .

Mr. Laval Tanquay, National Distributor and President of Laval Novelty Reg'd, in Sherbrooke, Que., unveiled a new console type cigarette and candy vending machine which should receive a big reception in the vending trade across Canada. . . . A news story in Billboard states that the most important asset an operator has is clean machines with clean title scripts. This is important to remember. . . . A petition of 200,000 names was presented to the Detroit City Council in support of shuffleboards. It stressed continuity and favourable recognition and plugged along a community recreational line. . . . Also shuffleboards received the green light in Alabama when it was shown they were not subject to tax. . . . The CMI show for 1950 will be held at the Hotel Stevens, June 26th, 27th and 28th. This combination convention is being held in the summer because a survey of a majority of operators resulted in this choice. . . . A sensational story in an April issue of Colliers Magazine came right out showing that slot machines are the worst enemy that the coin machine trade has. . . . CMI Heads came out flat-footed and stated that they were doing everything in their power to stamp out this evil. . . .

Read the cigarette machine success stories in this issue. . . . On a trip through the U.S.A. the writer was interested to see numerous locations with the new Seeburg 100 Selectomatic stealing the show. . . . All through the South this beautiful unit together with the wall boxes were showing big returns to both the location and the operators. . . . An industrial survey in the U.S.A. shows that 50% of all industrial plants having recreational programs depend on vending machines to finance their activities. . . .

The experience of the Vend-O-Matic cigarette machine in Canada has already proven that operators across Canada have not tapped this lucrative field. . . . One operator who operates 60 Vend-O-Matic cigarette machines reports that from a service standpoint it is the most perfect machine ever put on the market. He reports one service call in one month's time on 60 locations. . . . It is the only cigarette vending machine available on finance with payments as low as $20.00 a month.

Window Ogler Unit Now Being Made By Darling---

Production of the Window Shopper recording hook-up for store windows to provide shopping service while the store is closed, is under way, with the L. A. Darling Company of Bronson, Mich., taking over production, according to L. D. (Red) Kilgore, inventor. The pilot model, as reported in **The Billboard** last summer, was installed in the windows of Kilgore and Hurd, exclusive men's wear store, Detroit, where it can be operated by the passer-by for a quarter. The customer "phones" his order to the device, and his quarter is refunded when he pays his bill after the merchandise is delivered.

A number of units are now in stores in other cities. The unit is being marketed under the name of Tell-It-To. Sales offices for the Darling Company are in the Marbridge Building, New York, under the direction of Carl O'Keefe, vice-president.

Twelve Fifty Production Line Rolling at Wurlitzer

"Every Wurlitzer distributor has received shipment of the new model Twelve Fifty," that was the advice received today from Ed Wurgler, general manager of the phonograph division for Wurlitzer in North Tonawanda. "With the coal strike ended and the railroads back on schedule, the last foreseeable bottleneck in production and delivery of the Wurlitzer Twelve Fifty has been overcome. While we have a large backlog of orders, production is increasing daily on this latest Wurlitzer model and deliveries are being made to operators on orders given our distributors on and immediately following Wurlitzer Days."

MAGIC-VEND CIGARETTES or CANDY VENDOR

Good News

Consoles—A MODEL TO FIT ANY LOCATION
Available for Manual or Electric Operation
GIVE PENNY BACK — ONE TO FOUR CENTS

NEW! Selection From 20 to 50 Kinds Cigarettes Any Brand In One Single Machine NEW!

Meet New Price Changes Without Additional Equipment or Alteration

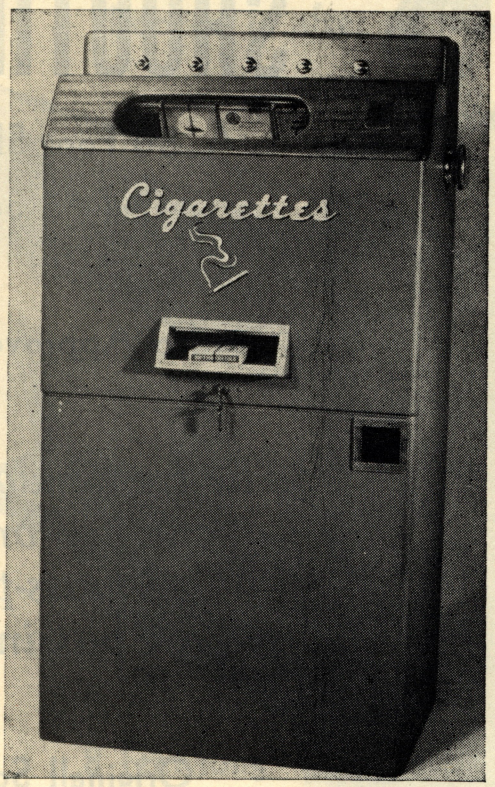
Standard Models Vend Cigarettes from 5c to 50c. Can be adjusted to vend at higher or lower prices.

Returns all over payments or under to patron by pressing coin return button.

Jam-proof, cheat-proof. Impossible to "Jack-Pot" merchandise without correct coin insertion.

Brilliant lighting inside insures easy selection in darkest location.

Candy machine vend life saver, gum, chocolate bar capacity—308 packs at 5c.



Operates on any combination of nickels, dimes and quarters through a single coin opening.

Let us prove it will cut your service costs and increase your profits.

Capacity—308 packs, 77 shelfs of 4 packs per shelf.

High (47"), wide (24"), deep (15").

Manually operated or smooth electric operation.

Swing-up hinged front for easy loading and easy servicing. Back door additional. No more pennies in packs.

IT'S A PROMISE

Try one Magic-Vend Cigarette Vendor and you will never be satisfied with any other. Its simplified mechanism to tally eliminates the hazards that have cost operators fortunes in the past. It meets all present and future pricing, vending and servicing requirement with distinct advantages.

Your inquiry is invited and it will be handled with promptness and courtesy.

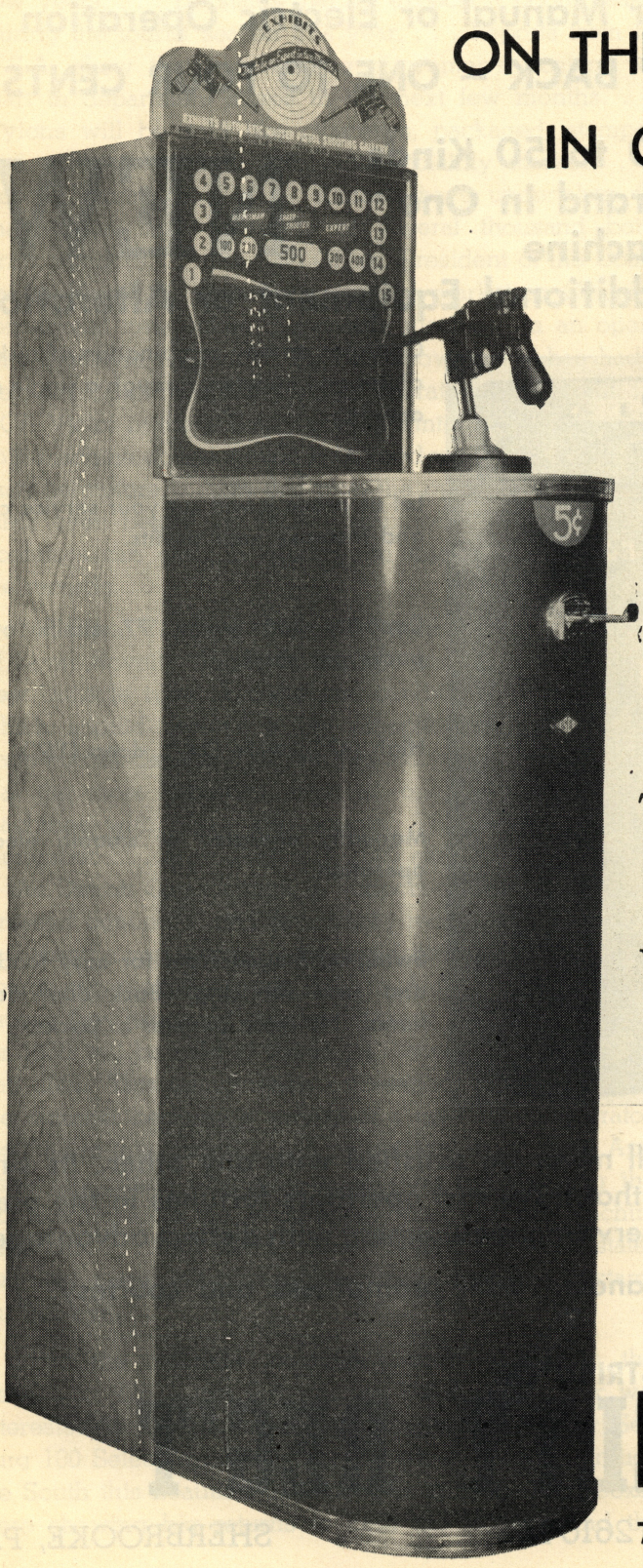
Patent Pending

NATIONAL DISTRIBUTOR

LAVAL NOVELTY REG'T

28 BELMONT TELEPHONE 2610-M SHERBROOKE, P.Q.

SAVE $180.00



ON THE GREATEST MONEY-MAKER IN COIN MACHINE HISTORY!

Electric Mauser Pistol

SHOOTING GALLERY

A 50 Foot Shooting Gallery That Takes Only 5 Sq. Feet of Floor Space!

★ ★ ★

Hydro Approved for 25 cycle or 60 cycle

★ ★ ★

The tremendous success of this machine has brought costs down to mass-production level. We are passing these savings on to you

★ ★ ★

Originall Sold For . . . $475.00

New Price (Brand New) . 295.00

YOU SAVE . ***$180.00***

★ ★ ★

Manufactured & Distributed by

ROXY SPECIALTY Corp.

703 Notre Dame West Montrela, P.Q.

AMERICA'S SENSATIONAL MONEY-MAKER

SHUFFLE—ALLEY

CROSSES INTO CANADA!

ALL THE THRILLS OF BOWLING!

Regulation bowling scoring totalled automatically

For 1 or 2 players—excellent for competitive play.

Puck returns automatically—
Locked in after each game.

Equipped with new coin drop-chute.

Lighted upright bowling pins.

Entire playfield folds back for complete accessibility.

8 feet long
2 feet wide

Handsome modernistic cabinet design.

For Complete Details Write

ROXY SPECIALTY INC. 703 Notre Dame W.
MONTREAL, QUE.

Millions of $ Worth of CIGARETTES

yearly are being dispensed through the

DEPENDABLE... TIME TESTED... PROVEN

fully automatic electric

VEND-O-MATIC MACHINES

Vends 8 popular brands. Each column individually adjustable for different prices ranging from 5c to 52c

SPECIAL DOUBLE COLUMNS AVAILABLE FOR FAST MOVING BRANDS

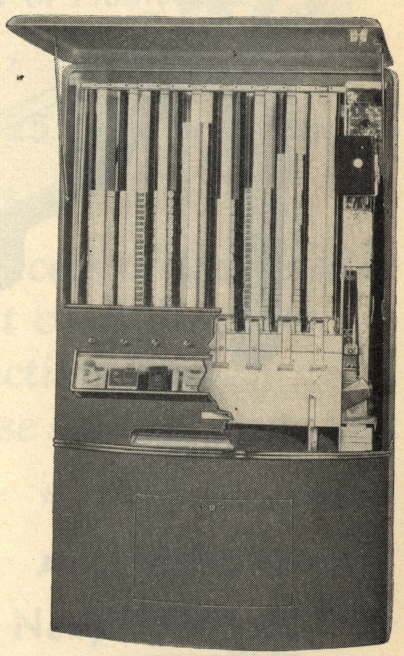
- Sturdily built for long life.
- Fast Loading
- Easy taking of inventory
- Gravity fed delivery.
- First pack in—first out

NO STALE MERCHANDISE

* * *

CAPACITY:

328 packs in single columns—
444 packs with 4 double columns—
Large Storage Compartment.



Humans Err—Vend-O-Matic Never

For further particulars WRITE—PHONE—WIRE to the FIRST Canadian manufacturer of vending machines

VEND-O-MATIC LIMITED

526 Bay Street ADelaide 8466-7 **Toronto, Ontario**

Detroit Op Alluvot

(continued from Page 6)

Cleanliness

Cleanliness of machines on location should be taken for granted, but experience indicates it cannot be. It is the serviceman's job to see to this, and regular weekly servicing makes it possible. As Frank remarked, with feminine patrons responsible for a large portion of the nickels put into juke boxes, the operator who lets a machine get so soiled or dirty that a girl in a nice dress will not approach it is driving away his trade.

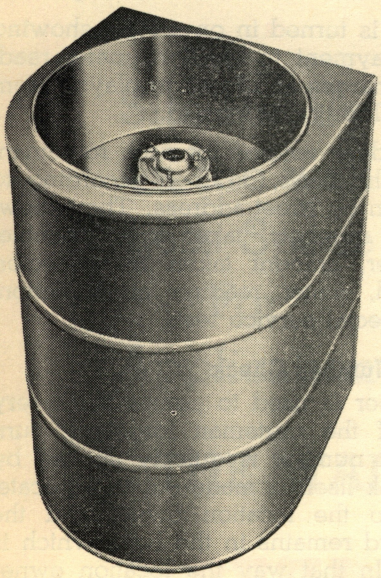
Special attention to service calls is given on Friday, Saturday and Sunday, the top nights when the machines are in great demand, and a unit out of service will mean not only lost nickels but lost goodwill which is even more valuable. A telephone answering service picks up night calls, and serviceman on duty calls in frequently to take care of any emergencies.

Location Relations

Tactful handling of location "beefs" is another important angle. Recently an irate location owner came into the store. Alluvot talked over a lot of things, besides his specific complaint, until it became a really frendly conversation, and the complaint could then be adjusted calmly on its merits.

To meet television competition, Alluvot suggests to the location owner or bartender that a policy be adopted of concentrating on wrestling and boxing programs on video, but cutting out the audio. The result is normally an increase in the actual play on the juke box during this period. Experience here indicates that television sets may lead to frequent arguments between customers who prefer a different program. He advises keeping the tele on only for sports events and for a few outstanding shows like Milton Berle. Bar owners, learning that video tends to arouse some ill will among a few customers, as well as taking the bartender away from servicing the customers, have found television can be replaced to an extent by the old-fashioned juke box which will also give them an income.

continued on Page 22)



Candy Floss Machines

This super streamlined machine to produce the outstanding novel spun sugar confection. Suitable all mains and generator plants. Any voltage.

Simply Plug in to Operate

For:

CAFES, SODA-FOUNTAINS, HOLIDAY RESORTS, CARNIVALS, FAIRS, AMUSEMENT PARKS, PLANTATIONS, etc.

Enquiries are cordially invited from all parts of the world.

VAN DUSEN BROS.

WESTERN DISTRIBUTORS FOR SEEBURG PHONOGRAPHS

Complete Parts and Repairs on Hand at All Times

Phone 22505 10147-112 Street Edmonton, Alberta

Detroit Op Alluvot

(continued from Page 21)

Alluvot does not believe in calling on locations that are using boxes. It is natural for the location owner to make a complaint when the machine owner comes in, and this friction can be handled at the proper level, unless it becomes serious, by the serviceman. Moreover, the bar owner tends to expect the operator to spend substantially when he does make a visit, and this is not feasible under the present scale of machine earnings.

New locations are secured through advertising in the telephone directory and thru the regular routemen, who watch for new sites. These are reported to Alluvot, who calls on the owners himself, but rarely makes over two calls a week on such new prospects, following a policy of slow rather than sudden route expansion. Most new locations come thru the recommendation of a location owner already serviced by the company.

Rental of machines for private parties is another small but steady source of income. A large sign on the building carries a rental message to the public. Often a machine is given free for a night to a school or veterans' organization. If the crowd likes it it may be later purchased.

The sale of old models, minus coin shoots, is a common source of extra revenue that has been made an important salvage operation here. Dressing up the old models helps a lot. For instance, a 1936 model Wurlitizer now on the floor has been cleaned mechanically and checked and covered with a bright red plastic that looks like upholstery. It will be sold for a home recreation room at $150, far above what such a model would bring in the regular used coin machine market.

A little mechanical ability, again, helps here, to. Some old models are taken out of the original boxes, overhauled and placed in a standard metal cabinet for use as a hideaway. For such purposes they are as good as more expensive machines and provide an excellent way to salvage the investment.

All these practices tie in with Alluvot's basic thesis that "service means sales" and is about the only effective means of merchandising possible to standard juke box operation.

Report Forms

Frank's Music maintains a close and friendly control over each location operation thru a few simple but well-designed report forms. There is, of course, the basic service department report on each call, giving a report on work done, and the important meter readings upon arrival and departure.

A four by six-inch index card is used for each location, filed alphabetically by streets and then by street number, so that full location information is available the instant a call comes in. This card shows name, address, phone number, machine serial number and model, route representative, collection day, and commission arrangement.

Each collection report is turned in on a form showing full data on collection, payment to location, meter readings, test plays, service charges and location plays. From this the important ledger location is posted.

There is a separate ledger volume for each routeman. The streets are filed in the book, grouped according to make of machine, and then by street address. They show, in sequence, book serial number, "take" from machine, amount paid to customer, amount taken by collector, meter reading forwarded, meter reading at collection, nickels spent for tests, special service tests.

Serial Number Check

The book serial number is used to assure that every collection is reported. If the routeman forgets to turn in one the missing serial number is quickly spotted by the bookkeeper. The book itself is made out in triplicate, one copy each going to the location owner and the operator's office. The third remains in the book which is locked in the machine. In that way the location owner can be given visual proof of any transaction by having the route representative take the book out of the machine and check with him at any time.

The amount of the total income can be quickly checked by multiplying the difference in the meter reading by five, after adjusting for tests. The payments to the location owner, the gross earnings to the operator, or the total take on the machine may be quickly added as desired for any given period to determine whether a location is functioning profitably. It will show instantly where attension should be directed in order to increase profits.

THE
Hit Parade
ON MERCURY RECORDS

1.	MUSIC! MUSIC! MUSIC!	Two Ton Baker 5639
2.	CHATANOOGIE SHOE SHINE BOY	Two Ton Baker 5369
3.	IF I KNEW YOU WERE COMING	Eileen Barton 5392
4.	RAG MOP	Eddy Howard 5371
5.	CRY OF THE WILD GOOSE	Frankie Laine 5363
6.	IT ISN'T FAIR	Richard Hayes 5382
7.	DADDY'S LITTLE GIRL	Eddy Howard 5393
8.	GOD'S COUNTRY	Vic Damone 5374
9.	"X" IN THE MIDDLE OF TEXAS	L. Welk 5376
10.	PAPER FULL OF FISH AND CHIPS	Ernie 'Iggins 5379

Announcing—

THE NEW **SEHL** COIN BOX

ALL THE LATEST IMPROVEMENTS

Features . . .

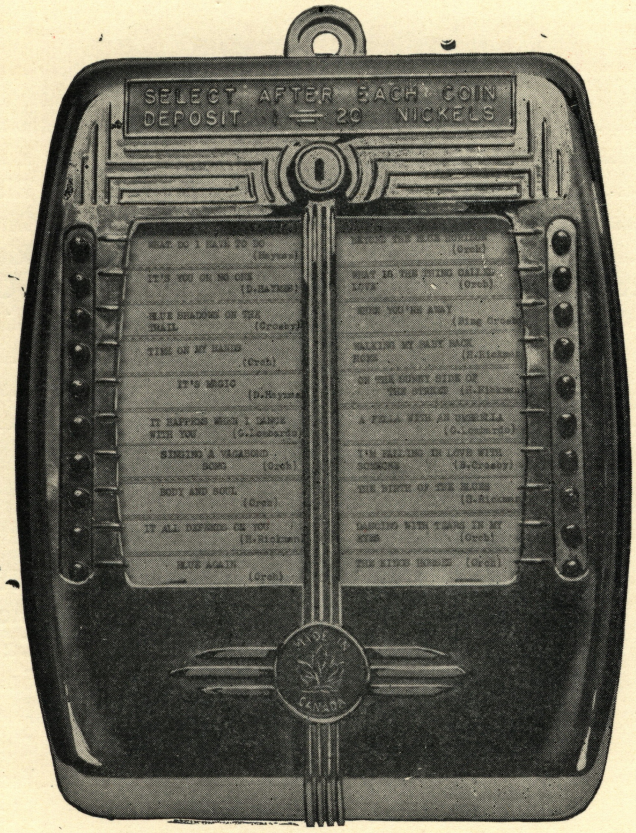
A Canadian Product

•

Larger Returns

•

Sits Neatly on the wall Less Space For Application



More For Your Money

•

Cheat Proof

•

Always Neat & Clean

•

Reasonable Priced

THE WALL BOX WITH PRIDE OF OWNERSHIP

Manufactured by

SEHL ENGINEERING COMPANY

136 OTTAWA STREET KITCHENER, ONTARIO

Distributed by

TORONTO TRADING POST, 736-8 Yonge St., Toronto, Ont.
BALDWIN DISTRIBUTING CO., LTD., 620 King St. W., Toronto, Ont.
DONALD FIELDING COMPANY, 587 Bank St., Ottawa, Ont.
G. H. MARTIN LIMITED, 193 Hastings St., Vancouver, B.C.
AMUSEMENT COIN MACHINE CO., 10221 - 95th St., Edmonton, Alberta
WINNIPEG COIN MACHINES, 277 Donald St., Winnipeg, Man.

SPRING IS HERE !

and with it, the optimism and cheerfulness that comes to the coin machine operator at this time of the year.
The Toronto Trading Post is ready to serve you with parts and machines at greatly reduced prices.

Get Your MACHINES In Operation For The Coming Season

30 Volt Sling Shot	$ 3.95		No. 5 Live Rubber Rings	5.50	" "
45 Volt Sling Shot	3.95		No. 6 Live Rubber Rings	6.50	" "
Time Clocks	1.50		No. 7 Live Rubber Rings	7.50	" "
60-Cycle H.A. Transformers	9.00		No. 8 Live Rubber Rings	8.50	" "
Pin Game Coils	1.00	apiece	No. 9 Live Rubber Rings	9.50	" "
Large Rubber Rebounds, com.	.35	apiece	Chrome Plated Pin Game Locks	1.00	each
No. 1 Live Rubber Rings	2.00	per C	Metal Typer Discs	15.00	per M
No. 2 Live Rubber Rings	3.00	" "	POST Needles	.33	
No. 3 Live Rubber Rings	4.00	" "	BENNETT Needles	.40	
No. 4 Live Rubber Rings	5.00	" "	JACOBS Needles	.65	

We have the following POST-BAN pinball machines for immediate delivery

GOTTLIEB
- Miss Cue T.
- Jack N' Jill
- Cinderella
- Ali Baba
- Alice in Wonderland
- Buccaneer
- Buttons and Bows
- Sharpshooter
- Telecard
- Robin Hood
- College Daze
- Bowling Champ
- King Cole

GENCO
- Three Feathers
- Trade Winds
- Floating Power
- Triple Action
- Rip Snorter
- Big Top

WILLIAMS
- Rainbow
- Speedway
- Tennessee
- Phoenix
- Freshie Boston
- Boston

UNITED
- Moon Glow
- Caribbean
- Serenade
- Monterrey
- Carolina
- Tropicana
- Mon

CHICAGO COIN
- Sally
- Catalina
- Tahiti

Exhibit Jamboree Morocco

Toronto Trading Post Ltd.

Canada's LARGEST Distributors

PHONOGRAPHS • PINBALL MACHINES • WEIGH SCALES • PARTS

736-738 YONGE STREET **Phone KI. 0186** **TORONTO 5, ONTARIO**

MR. ALBERT A. CLAVIR Business Manager